***Page 139 Transfer***

Last time I had negotiation has been a week ago. It was the win-win negotiation with my friends, about where should we go on the next weekends. The negotiation went really smooth, all sides of the negotiation just shared their ideas and then we simply crossed out what any of side did not agree with, by saying constructive reasons, and not something like "I just don't want to go there" or "my idea is the best and you should listen to me". Nobody really wanted to push hard his proposition. I guess we all have used some of the negotiation rules unconsciously and everyone was trying to be polite and constructive, and we have definitely used concession rule: “If… then…”. I guess that negotiation towards agreement is the only type of negotiation that is acceptable in conversation between friends, otherwise you will have a slight chance to ruin relationship with your friends, or even lose them.

***Page 143 What type of negotiator are you?***

1. a (3 points);

2. b (2 points);

3. c (1 point);

4. b (3 points);

5. c (2 points);

6. b (2 points).

Result: 13 points, I negotiate to independent advantage.

***Page 144 Ex 1.***

There are 13 options to reduce conflict suggested in the text (all bulleted points besides last).

***Page 144 Ex 2.***

a) emphasise the loss to both sides of not reaching agreement;

b) invent new options for mutual gain;

c) change the package;

d) adjourn to think and reflect

e) change location

f) change negotiator (personal chemistry?)

g) bring in a third party (mediator?)

h) fix an off-the-record meeting

***Page 145 Ex 3.***

1. 4;
2. 3;
3. 1;
4. 2;
5. 5.

***Page 145 Ex 4.***

Situation 1

Well, since we can’t decide on that right now, then maybe we should leave this point and return to it later? How about to talk on training for our technical staff?

Situation 2

Can we look into changing our package? We could come to agreement if you will lower price and we will be responsible for shipping, or we can change payment terms.

Situation 3

Well, we can consider longer payment terms for you.

Situation 4

The benefits of reaching this agreement are very desirable for our companies, because together we will have more global influence and better prospects for the future.

***Page 145 Practice 1***

SAR: We want to make you an offer. We would like to run the campaign for four extra weeks.

KPACK: Well, we want to share summary of the problem that we see. First point is the campaign were a month late and it missed two important trade fairs because of it. Secondly the advertisements did not appear in two key industry journals. As a result, your campaign failed. Do you accept these points?

SAR: Well, we don’t agree that only our company is responsible for the delay. We could have finished it earlier, but you decided to change the specifications of the advertisements.

KPACK: Yes, we agree that we have made changes, but in fact SAR were late with the proposals and we asked only for small changes.

SAR: Well, we can repeat our offer to run the campaign for four extra weeks, and do it properly this time.

KPACK: Well, that’s not exactly what we want. The campaign missed two key trade fairs, and we lost money because of it. Now we are only considering two options: either you will repeat a free campaign for next year, or we only pay you half the fee for this year.

SAR: Well, how about a 20% reduction to the fee, together with a mentioned previously four extra weeks to the campaign?

KPACK: Sorry, but that is not an option, as we said previously because of the delays, missed trade fairs and magazines we lost business.

SAR: We are fully agree that we have made mistakes, but we still think that both sides are responsible for that result.

KPACK: Okay, we would like to make a new offer then, how about a 40% cut in fee or a free repeat campaign?

SAR: Sorry, but a full free campaign is impossible, I think you understand that.

KPACK: Well, it's not very productive meeting, I think we should have a break to think and reflect.

SAR: Yes, we indeed need to make a pause.